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# PRELIMINARY GENERAL PLAN

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CITY OF SAN MATEO CALIFORNIA

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Wayne Westphal                  Marion Parton  
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\*Summer Interns



2003 0176

HT 168  
S436  
1966  
ENV

November 14, 1966

Honorable Mayor, City Council  
and Citizens  
City of San Mateo

Gentlemen:

This Preliminary General Plan is a First Phase Planning Study being submitted to the citizens of San Mateo for their consideration and comment. This tentative proposal is limited to suggested land use and circulation patterns within the existing city boundary. An exception to this limitation is made regarding the proposal of "acquisition of open space on the periphery of the city"; notably, the suggestion of the Clark Estate acquisition. Also suggested was the need for a comprehensive county-city study of the recreation potential of the shoreline.

The Planning Commission wishes to emphasize the ongoing nature of the planning program. Even as this report comes off the press, general planning studies anticipating changes and modifications are in the process for the next phase. This report is presented in response to the Mayor's and City Council's expressed desire to assure continuous citizen review of the General Plan studies even while they are in process.

We are submitting this proposal for official and citizen discussion, anticipating the participation of San Mateo citizens in the planning process. A Plan must be generally accepted and understood by the people; only in this manner will it become a policy document, serving as a base for decision making and as a realistic guide for the physical development of our community.

Very truly yours,

*Cecil H. Wells, Jr.*

Cecil H. Wells, Jr., Chairman  
San Mateo City Planning Commission



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# P R E L I M I N A R Y G E N E R A L P L A N

OCTOBER, 1966

The purpose of this preliminary plan is to achieve consensus on San Mateo's hopes, aspirations, and goals. The Plan is intended to promote official and public discussions. A General Plan is a written and graphic expression of such established goals and serves as a guide for their accomplishment. A General Plan is not an end product; it is a continuing process of planning for city growth--adapting itself to changing conditions, improved technology, and re-evaluated goals.

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## THE GENERAL PLANNING PROCESS

### I. PRELIMINARY GENERAL PLAN

- A. CONSIDERATION OF ALTERNATIVES.
- B. CATALYST FOR PUBLIC DISCUSSION.

### II. COMPREHENSIVE GENERAL PLAN

- A. A GUIDE FOR COMMUNICATIONS, DISCUSSION AND DECISION-MAKING.
- B. A TOOL FOR INTER-GOVERNMENTAL RELATIONS.
  - 1. COMMUNICATION WITH OTHER GOVERNMENT LAYERS.
  - 2. MAINTAIN LOCAL LEADERSHIP IN REGIONAL DEVELOPMENT.  
(IF WE DON'T, THEY WILL)
- C. AN INSTRUMENT FOR CITIZEN PARTICIPATION.

### III. ON-GOING STUDIES IMPLEMENTING THE GENERAL PLAN

## PRELIMINARY GENERAL PLAN EXPLANATORY STATEMENT

The Preliminary General Plan for the City of San Mateo can best be understood in the context of the comprehensive planning process. This explanatory statement relates the Preliminary General Plan to:

1. Preparation of a final and official, long-range, comprehensive General Plan for San Mateo; and
  2. On-Going steps implementing the Preliminary General Plan.
- I. The Preliminary General Plan in the Comprehensive Planning Context.

- A. A Guide for Discussion, Communication, and Decision-Making.

The Preliminary General Plan contains a series of alternatives necessary for discussion and reaction between public officials, civic leaders, and citizen groups. Proposals of the Preliminary Plan will serve as guides pending more specific studies. It aids decision-making in:

1. Determination of spacial requirements and land use relationships; and
2. General analysis of the most desirable transportation patterns for movement of people and goods.

- B. The first phase of a program leading toward a long-range, Comprehensive General Plan.

Such a final plan must be based on comprehensive analysis, fact-finding, and policy development. The alternative is making emergency decisions with haphazard results, subsequent conflicts, and disorderly community growth.

In most cases in San Mateo's past, social and economic pressures have provided guides for, or deterrents to, growth problems. San Mateo's past growth and development reflects a pleasing appearance and has been notably prosperous. However, the present process of city renewal, especially with the complexity of modern technology and its intensification of development, requires a more sophisticated and formalized guidance program. Such a guidance program is made available by an adopted, comprehensive General Plan and the General Planning process.

- C. A Tool for Inter-Governmental Relations.

An adopted, comprehensive General Plan is used by forward-looking cities and counties to guide their physical growth. Long-range guidelines found in a General Plan also assist such governments in their inter-jurisdictional relationships. A final and official General Plan for the City of San Mateo would:

1. Establish desires, intents, and commitments for the City as a whole; and
2. Provide a basis for working with other governmental agencies on common problems.



An adopted General Plan and related studies also provide the technical basis for participation in Federal aid programs. Examples of such available programs are highway improvement and beautification, and open space and demonstration grants. Participation in Federal grant programs enables a recapturing of funds paid out in taxes. It simultaneously fulfills objectives formulated by our representatives in the U. S. Congress.

#### D. An Instrument for Citizen Participation.

In addition to enabling coordination with other layers of government, the comprehensive planning process aids democratic participation and increases civic patriotism. Citizen participation in the preparation of an adopted, comprehensive General Plan promotes democratic objectives of:

1. Conveyance of advice; and
2. The healthy resolution of conflict, compromise, and consensus.

The Planning Commission and City Council may use a citizens' advisory committee for the General Plan. Powers of the legislators are not diminished thereby since the comprehensive General Plan is a product of their recommendations, advice, and approval. The use of a citizens' advisory committee assures public understanding and support.

## II. On-Going Planning Studies

### A. The Need for Studies.

Based on the Preliminary General Plan study, an official General Plan for the City of San Mateo and vicinity will be founded on:

1. Additional analysis of social, economic, and population factors; and
2. Completion of a parcel-by-parcel land use inventory of the total area.

The land use inventory is already in process; about one-quarter of the land area of San Mateo, including the most complex portion, has been analyzed in detail.

Preliminary research and planning are not ends in themselves. Without implementing action, they are useless. A continuing process leading toward the development of a better environment is the purpose of present and anticipated studies and programs implementing the Preliminary General Plan.

### B. Recommended Future Studies.

The following are problem items needing specific additional study and recommendation. Separate study of these topics is vital to implementing the Preliminary General Plan. Such problem items can also be studied on an area basis. For example, the provision of diverse amenities serving San Mateo, Burlingame, and unincorporated County areas can be combined into one Development Plan for San Mateo's Shoreline.

Other problem items include:

1. Conservation and Rehabilitation.
2. Relocation and Redevelopment.
3. Traffic and Parking.
4. Inflated Land Values.
5. Building Bulk.
6. Conservation of Amenities:
  - a. Controlling bayfill and sewage disposal.
  - b. Conserving assets of natural topography in hill area.
  - c. Promoting scenic vistas and roadside beautification.
  - d. Encouraging social and cultural amenities.

#### THE ROLE OF POLICY IN THE FORMULATION OF A GENERAL PLAN FOR SAN MATEO

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The city is a community of interest whose objective is to offer its residents the widest possible choice in all aspects of living and working. The basic goals for San Mateo are embodied in POLICY statements resolving ISSUES facing the city. POLICY formulation is the system within which GOALS, PRINCIPLES, and STANDARDS are established to guide PROGRAMS of development. Each citizen has the opportunity to participate in the planning process, helping to ensure for himself and the community the advantages of good environment with broad choice of cultural opportunities.

The purpose of this report is to stimulate consideration of the broadest range of alternative community patterns. Then, the legislators, officials, and citizens may confront ISSUES and achieve common COMMITMENT in POLICY formulation.



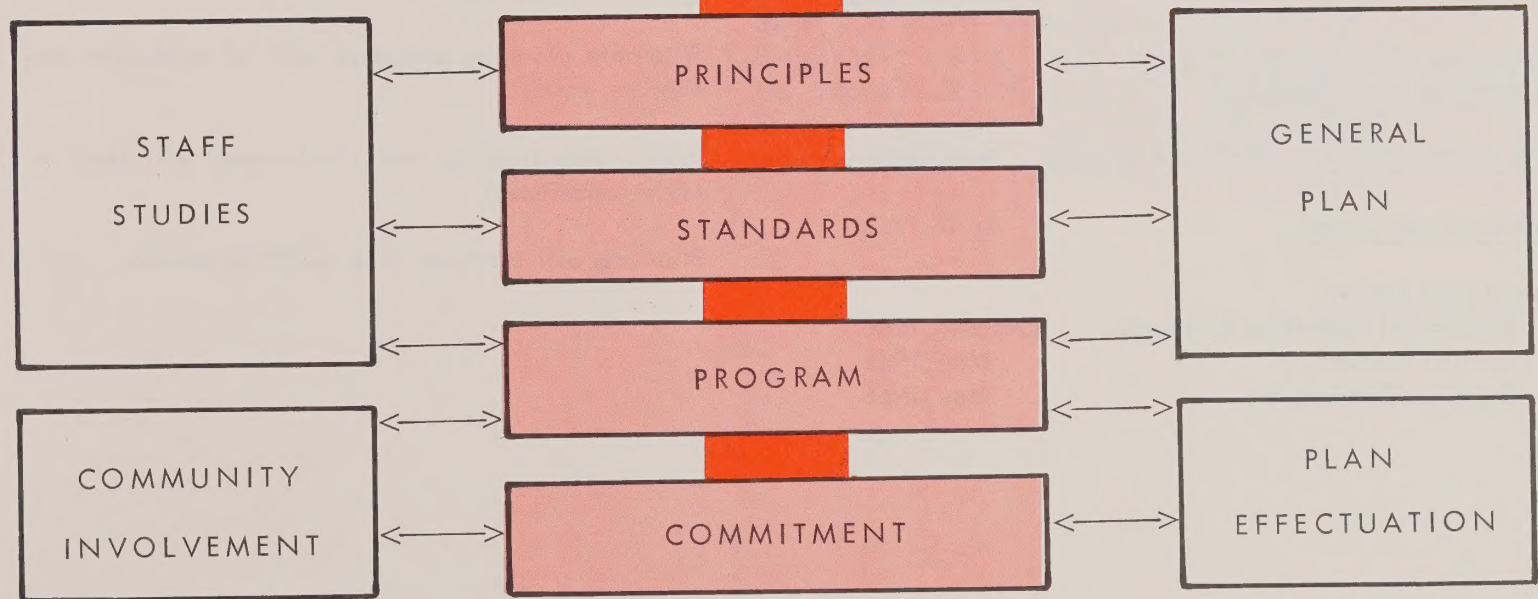
# I S S U E S

OFFICIALS

CITIZENS

## P O L I C Y

### G O A L S





## ADOPTED POLICIES

### Development and Reclamation June, 1965

- Encourage retention of natural topographic features.
- Encourage variety in developmental patterns.
- Limit excessive padding or terracing.

### Shoreline Development September, 1965

- Emphasize maximum public use of waterfront area.
- Limit bay fill to recreational use or water-oriented development.
- Plan with a long range emphasis.

### Park and Recreation Standards October, 1965

### Upgrading of Facilities with each Intensification of Land Use. March, 1966

### In-Lieu Payments for Off-Street Parking. April, 1966

### Select Street System April, 1966

### Legislative Review

|                                  |               |
|----------------------------------|---------------|
| Residential High-Rise Buildings. | October, 1966 |
| Service Stations.                | May, 1966     |
| Drive-in Restaurants.            | May, 1966     |

## ASSUMPTIONS

San Mateo will continue as a residential-type community.

Retail business, executive-administrative headquarters, and medical services will continue to be San Mateo's economic base.

Citizens will use their potential for high caliber local leadership.

San Mateo will maintain its role of leadership and initiative in the Bay Region.

Legislative and civic leadership will establish developmental policies which will serve as a foundation for community planning.

Alternate planning proposals will be evaluated and choices made.

Public understanding and involvement will lead to civic commitment.

Planning will continue as an evolving process.

The PRELIMINARY GENERAL PLAN Proposal that follows, suggests one of a series of alternative patterns of development which may be used to arrive at agreement on major concepts --land use relationships, population densities, transportation facilities, and public utilities.

This Preliminary General Plan is not based on a complete collation and analysis of essential facts concerning land use, employment, population, or housing. Reported development trends and growth potentials are supported by limited pilot studies; to date only one-fourth of the city area has been analyzed on a parcel-by-parcel basis, and no intermediate census data are available.

## RESIDENTIAL

DWELLING UNITS PER GROSS RESIDENTIAL ACRE

|                    |        |              |
|--------------------|--------|--------------|
| [Lightest Shading] | LOW    | UP TO 8.5    |
| [Medium Shading]   | MEDIUM | 8.5 TO 15    |
| [Darkest Shading]  | HIGH   | MORE THAN 15 |

## COMMERCIAL - BUSINESS

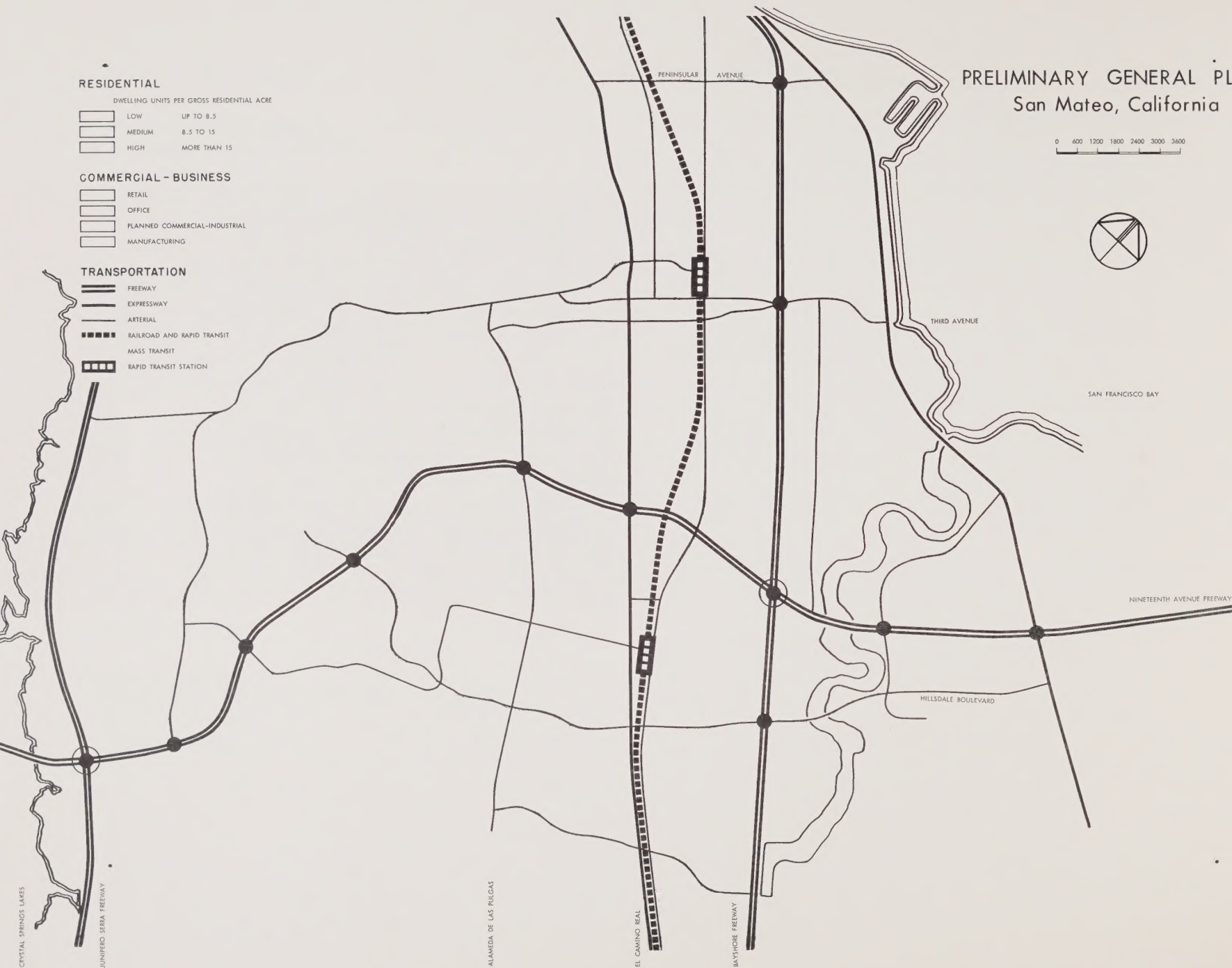
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| [Lightest Shading] | RETAIL                        |
| [Medium Shading]   | OFFICE                        |
| [Darkest Shading]  | PLANNED COMMERCIAL-INDUSTRIAL |
| [Medium Shading]   | MANUFACTURING                 |

## TRANSPORTATION

|                     |                            |
|---------------------|----------------------------|
| [Thick Double Line] | FREEWAY                    |
| [Thin Double Line]  | EXPRESSWAY                 |
| [Single Line]       | ARTERIAL                   |
| [Dashed Line]       | RAILROAD AND RAPID TRANSIT |
| [Thin Single Line]  | MASS TRANSIT               |
| [Rectangular Box]   | RAPID TRANSIT STATION      |

# PRELIMINARY GENERAL PLAN San Mateo, California

0 600 1200 1800 2400 3000 3600





## TRANSPORTATION

---

### PROPOSALS --of the Preliminary General Plan

Relocation of railroad east of the Central Business District.

Location of Rapid Transit Stations near enough to serve existing office and retail centers.

Extension of Delaware from 25th Avenue to Hillsdale.

Establishment of railroad grade separations at 43rd Avenue and 28th Avenue.

Connection of Baldwin to Crystal Springs Road.

Provision of a shoreline expressway. Extension of Monterey Street as an arterial south of Hillsdale Blvd. to serve Murray Ranch property.

Improvement of interchange at Peninsular Avenue.

Recommandation for a system of major thoroughfares, both local and regional, to provide a strong basic transportation network.

Provision of necessary facilities for mass transit.

### ISSUES --for Policy Determination

Maintain high level of transportation for present and future land use.

Integrate freeways and arterials with local streets.

Plan for rapid transit; including stations, feeder buses, and parking lots.

Eliminate downtown railroad grade crossings.

Improve accessibility and circulation to congested areas.

Assure adequate off-street parking.

Include facilities for pedestrians and bicylists.

Plan trail system to reach recreation areas.

Develop a mapped street program.

Dedicate land to widen existing streets.

Plan our transportation to be part of an integrated regional transportation system including highways, all forms of mass transit, rail, air, and water.

Assure interrelationship of land use and transportation service.

## RESIDENTIAL

DWELLING UNITS PER GROSS RESIDENTIAL ACRE

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|------------------------|--------|--------------|
| [Solid Yellow]         | LOW    | UP TO 8.5    |
| [Dotted Yellow]        | MEDIUM | 8.5 TO 15    |
| [Cross-hatched Yellow] | HIGH   | MORE THAN 15 |

## COMMERCIAL - BUSINESS

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|-------------|-------------------------------|
| [White Box] | RETAIL                        |
| [White Box] | OFFICE                        |
| [White Box] | PLANNED COMMERCIAL-INDUSTRIAL |
| [White Box] | MANUFACTURING                 |

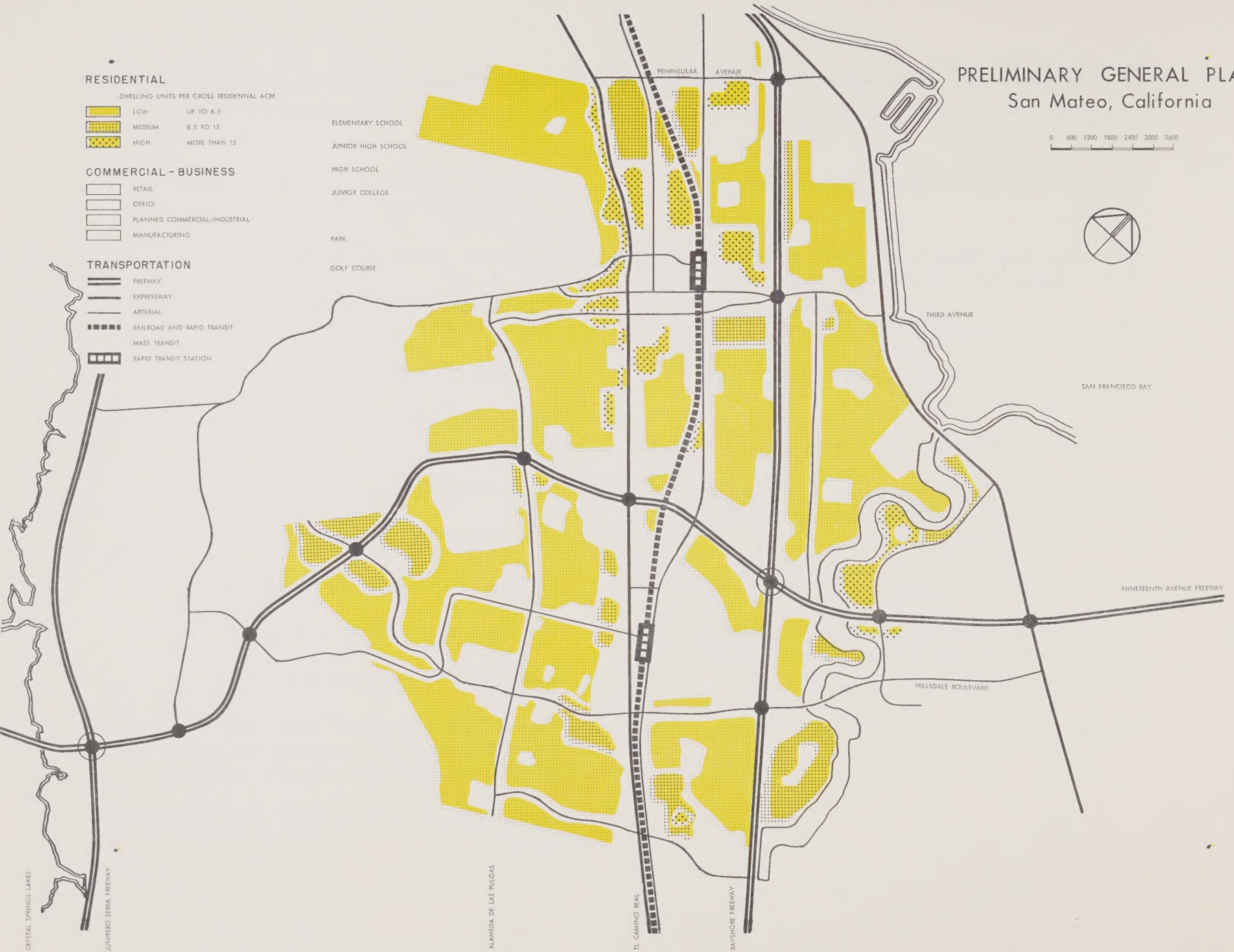
## TRANSPORTATION

|                   |                            |
|-------------------|----------------------------|
| [Double Line]     | FREEWAY                    |
| [Single Line]     | EXPRESSWAY                 |
| [Single Line]     | ARTERIAL                   |
| [Dashed Line]     | RAILROAD AND RAPID TRANSIT |
| [Single Line]     | MASS TRANSIT               |
| [Rectangular Box] | RAPID TRANSIT STATION      |

ELEMENTARY SCHOOL  
JUNIOR HIGH SCHOOL  
HIGH SCHOOL  
JUNIOR COLLEGE  
PARK  
GOLF COURSE

# PRELIMINARY GENERAL PLAN San Mateo, California

0 600 1200 1800 2400 3000 3600





## RESIDENTIAL AREAS

---

### PROPOSALS --of the Preliminary General Plan

Indication of three classifications of residential land development low, medium, and high, measured by the number of dwelling units per gross residential acre. These classifications can also be converted into more specific measure of net lot area per dwelling unit as follows:

| Population Group | Number DU's per gross residential acre | Lot area per unit in square feet |
|------------------|----------------------------------------|----------------------------------|
| Low density      | Less than 8.5                          | More than 3500                   |
| Medium density   | 8.5 to 15                              | 2000 to 3500                     |
| High density     | More than 15                           | Less than 2000                   |

Intensification of land use, consistent with:

- Public services and facilities.

- Accessibility.

- Adaption of high density areas to land use pattern:

  - in clusters near office areas and

  - shopping centers,

  - near transit stations and freeway interchanges.

### ISSUES --for Policy Determination

Establish pattern of residential densities.

Accommodate impending population growth.

Determine optimum population.

Provide wide variety and good quality of housing.

Assure orderly patterns of land development.

Establish compatible areas for residential land uses without disruption by traffic arterials with buffers and open space.

Establish a program for the evaluation, conservation, and rehabilitation of all living areas.

Promote a long-range housing policy, including standards and criteria.

Preserve existing single-family areas.

Provide adequate services and facilities for the intensification of land use.



## RESIDENTIAL

DWELLING UNITS PER GROSS RESIDENTIAL ACRE

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|-----------------------------------------------------------------------------------|--------|--------------|
|  | LOW    | UP TO 8.5    |
|  | MEDIUM | 8.5 TO 15    |
|  | HIGH   | MORE THAN 15 |

## COMMERCIAL - BUSINESS

|                                                                                   |                               |
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|  | RETAIL                        |
|  | OFFICE                        |
|  | PLANNED COMMERCIAL-INDUSTRIAL |
|  | MANUFACTURING                 |

## TRANSPORTATION

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|-----------------------------------------------------------------------------------|----------------------------|
|  | FREEWAY                    |
|  | EXPRESSWAY                 |
|  | ARTERIAL                   |
|  | RAILROAD AND RAPID TRANSIT |
|  | MASS TRANSIT               |
|  | RAPID TRANSIT STATION      |

ELEMENTARY SCHOOL

JUNIOR HIGH SCHOOL

HIGH SCHOOL

JUNIOR COLLEGE

PARK

GOLF COURSE

# PRELIMINARY GENERAL PLAN San Mateo, California

0 600 1200 1800 2400 3000 3600



THIRD AVENUE

SAN FRANCISCO BAY

NINETEENTH AVENUE FREEWAY

HILLSDALE BOULEVARD

EL CAMINO REAL

BAYSHORE FREEWAY

ALAMEDA DE LAS PULGAS

JUNIPERO SERRA FREEWAY

CRYSTAL SPRINGS LAKES

## RETAIL AND OFFICE AREAS

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### PROPOSALS -- of the Preliminary General Plan

Centralization of major shopping areas. Development of functional relationships between the two major shopping centers and their adjacent rapid transit stations.

Major expansion of the Central Business District eastward in coordination with the relocation of the railroad/rapid transit line.

Location of an office-cultural complex generating activity beyond the typical eight-hour work day.

Multi-use facilities; i.e., meeting rooms, joint services, and parking.

Utilization of air rights over transportation ways-- offices, shops, restaurants, parking facilities.

Linkage of central business with proposed office-cultural area.

Expansion of medical service complex.

### ISSUES --for Policy Determination

Protect and improve existing major retail and service centers.

Implement El Camino Real improvement objectives.

Create zones of similar activity.

Consolidate strip retail business into clusters or shopping centers.

Encourage parking benefit assessment districts as buffers.

Make group parking facilities compatible with bordering residential districts.

Proclaim executive-administrative office uses, or "head office" as the industry for which San Mateo is ideally suited.

Centralize office areas to assure efficient support services.

Encourage better off-street parking and loading facilities.

Coordinate store front modernization and street beautification.



## RESIDENTIAL

DWELLING UNITS PER GROSS RESIDENTIAL ACRE

|                                                                                   |        |              |
|-----------------------------------------------------------------------------------|--------|--------------|
|  | LOW    | UP TO 8.5    |
|  | MEDIUM | 8.5 TO 15    |
|  | HIGH   | MORE THAN 15 |

## COMMERCIAL - BUSINESS

|                                                                                   |                               |
|-----------------------------------------------------------------------------------|-------------------------------|
|  | RETAIL                        |
|  | OFFICE                        |
|  | PLANNED COMMERCIAL-INDUSTRIAL |
|  | MANUFACTURING                 |

## TRANSPORTATION

|                                                                                   |                            |
|-----------------------------------------------------------------------------------|----------------------------|
|  | FREEWAY                    |
|  | EXPRESSWAY                 |
|  | ARTERIAL                   |
|  | RAILROAD AND RAPID TRANSIT |
|  | MASS TRANSIT               |
|  | RAPID TRANSIT STATION      |

ELEMENTARY SCHOOL  
JUNIOR HIGH SCHOOL  
HIGH SCHOOL  
JUNIOR COLLEGE  
PARK  
GOLF COURSE

# PRELIMINARY GENERAL PLAN San Mateo, California

0 600 1200 1800 2400 3000 3600





## PLANNED COMMERCIAL-INDUSTRIAL AND MANUFACTURING AREAS

### PROPOSALS --of the Preliminary General Plan

The areas designated as Planned Commercial-Industrial fall into two main categories: (1) large acreages of land under one ownership which are presently undeveloped or underdeveloped, (2) strip commercial areas, now predominantly the location of service, assembly, and light manufacturing activities.

In the "Planned Commercial-Industrial" context, the large land acreages benefit from a design process which ensures flexibility and compatibility of use; standards and criteria guide the development of such acreages to achieve results of highest quality and efficiency of function, as exemplified by such industrial parks as Stanford; Crocker; Bohannon; and Cabot, Cabot, and Forbes.

A second "planned" category classifies those land uses which, for continued health, require expansion room; their growth must be encouraged under good performance standards minimizing friction between commercial areas and existing surrounding residential development.

The Preliminary General Plan shows, in a manufacturing category, lands presently occupied by heavy industry--the asphalt batching plant, concrete plants, and the P.G.&.E. Substation. The Plan does not anticipate any notable future expansion of heavy industry in the city.

### ISSUES --for Policy Determination

Specify Types of Uses to be encouraged in areas indicated for Planned Commercial-Industrial; i.e., research and development, headquarters offices, auto center, convention and or trade center, commercial amusement center, and other such "clean" industry.

Set standards to guide expansion of commercial service, assembly, and light manufacturing.

Should heavy industry be encouraged in San Mateo?

# PRELIMINARY GENERAL PLAN San Mateo, California



## RESIDENTIAL

DWELLING UNITS PER GROSS RESIDENTIAL ACRE

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|------------------------|--------|--------------|
| [Pattern: sparse dots] | LOW    | UP TO 8.5    |
| [Pattern: medium dots] | MEDIUM | 8.5 TO 15    |
| [Pattern: dense dots]  | HIGH   | MORE THAN 15 |

## COMMERCIAL - BUSINESS

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|-----------------------------|-------------------------------|
| [Pattern: horizontal lines] | RETAIL                        |
| [Pattern: vertical lines]   | OFFICE                        |
| [Pattern: diagonal lines]   | PLANNED COMMERCIAL-INDUSTRIAL |
| [Pattern: cross-hatch]      | MANUFACTURING                 |

## TRANSPORTATION

|                                                      |                            |
|------------------------------------------------------|----------------------------|
| [Pattern: double solid lines]                        | FREEWAY                    |
| [Pattern: double solid lines with center line]       | EXPRESSWAY                 |
| [Pattern: single solid line]                         | ARTERIAL                   |
| [Pattern: dashed line]                               | RAILROAD AND RAPID TRANSIT |
| [Pattern: solid line with cross-ticks]               | MASS TRANSIT               |
| [Pattern: solid line with cross-ticks and rectangle] | RAPID TRANSIT STATION      |

|                                          |                    |
|------------------------------------------|--------------------|
| [Pattern: small green squares]           | ELEMENTARY SCHOOL  |
| [Pattern: small green circles]           | JUNIOR HIGH SCHOOL |
| [Pattern: small green triangles]         | HIGH SCHOOL        |
| [Pattern: small green squares with dots] | JUNIOR COLLEGE     |
| [Pattern: green grass]                   | PARK               |
| [Pattern: green flag]                    | GOLF COURSE        |





## OPEN SPACE

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No open space PROPOSALS are shown on the Preliminary General Plan. Proposals may evolve through the following PROGRAMS:

Acquisition of open space on the periphery of the city.

Community beautification.

Conservation of diminishing natural resources.

San Mateo's open space deficiencies will increase commensurate with increases in population and with density intensification. Recognized inadequacies may be overcome by reservation and acquisition of land and property rights in advance of development.

A comprehensive open space system will be planned in accordance with adopted Park and Recreation Standards. Urban open space will include greenbelts, parkways, parks, and civic plazas. Space for active and passive recreation will be made available to satisfy the desires and requirements of varying population groups. Programs will be developed for increased utilization of existing and available lands and facilities.

## ISSUES --for Policy Determination

Preserve, enhance and maintain open space resources.

Evaluate existing open space deficiencies.

Provide adequate open space to be used, observed, and enjoyed.

Treat open space as a factor shaping urban development.

Program public land acquisition and development.

Reserve shoreline and watershed areas for recreation and the conservation of plant and wildlife.

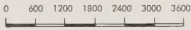
Seek grants of land, easements, or in-lieu contributions to assure adequate open space when development produces intensification of land use.

Assure the saving of tax monies by multi-use development and maintenance of recreation areas such as joint school-city parks.

Innovate financial arrangements for open space programs.



# PRELIMINARY GENERAL PLAN San Mateo, California



## RESIDENTIAL

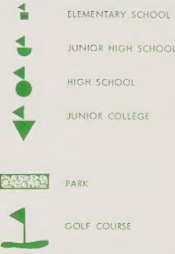
DWELLING UNITS PER GROSS RESIDENTIAL ACRE



## COMMERCIAL - BUSINESS



## TRANSPORTATION



## PATTERN OF RELATIONSHIPS

---

### PROPOSALS --of the Preliminary General Plan

Enhancement of San Mateo as a desirable place to live, work and play is implicit in all proposals for guiding urban growth. An efficient transportation system will include varied forms for the movement of people and goods--a coordinated system including public transit, highways, pedestrian paths, and trails.

Entrances to the city shall express the high quality of the community's development.

San Mateo will inevitably grow and exercise leadership for a larger community of interest. Goods and services must soon be provided for over 100,000 people. This growth, along with increasing costs for land and improvements make imperative utmost care and consideration in planning public facilities. Design skill shall be utilized to achieve beauty, functional efficiency and harmonious relationships. The basic shape of the city may be guided by locating principal public establishments where they will advantageously influence urban growth.

A centrally located cultural and civic center may effectively trigger expansion and revitalization of the central business district. Public buildings, facilities, and utilities must be planned in coordination with a rapid transit station, cultural and educational facilities.

The opportunity exists to develop creatively useable open space on the periphery of the city. To permit adequate evaluation of plan proposals, such as those of ABAG and BCDC, local research must be undertaken into the planning goals and potential of the Bay shoreline.

### ISSUES --for Policy Determination

What is the City of San Mateo to become?

How can we guide its growth?

Seeking a balance between:

land use and the transportation system that serves it,  
building intensity and necessary public services,  
open space resources and future population,  
community need and facility development.

Identification of specific growth objectives.

Financial programming of objectives.

Community demands for such objectives.

Location of public improvements.

Time projection for their accomplishment.

Formulation of a positive annexation policy.

Planning of quality public services in the community interest.

Coordination of all urban development programs.

Offering to all citizens greater variety and improved quality in their living environment.



## CITIZEN PARTICIPATION

---

Public participation is a key word in planning. It sharpens individual responsibility and helps develop group vision and pride in quality environment. Citizens, Commissioners, and professional planners recognize that a mere physical plan is not enough; it alone will not achieve a better environment for working and living. A community's planning program must be based on public participation and support provided at every step to assure the achievement of worthy results. In the preparation of the General Plan, the role of the Planning Staff is to serve as consultant to the public--offering technical advice, doing research, and acting as a coordinating office for public participation.

Civic responsibilities are best served when neighborhood or business groups organize for the purpose of (1) working cooperatively; (2) studying their joint problems and establishing overall community objectives; (3) participating in public hearings on the General Plan; and (4) cooperating to carry the General Plan into effect by encouraging private group and public interaction. The ultimate planned community will profit from orderly planning and programming in addition to eliminating the costly penalties which result from haphazard and unplanned growth.

The community's planning program must be each citizen's program; it must be developed and supported through joint interest and participation.



U.C. BERKELEY LIBRARIES



C124925685

A GENERAL PLAN IS NOT AN END PRODUCT  
PLANNING IS A CONTINUING PROCESS